

THE AUTOMOBILE



PAGE ADS IN NEWSPAPERS

ADVERTISING MANAGER GIVES HIS VIEWS ON BIG SPACE IN THE NEWSPAPERS OF THE COUNTRY.

E. C. Tibbitts, Advertising Manager of the B. F. Goodrich Company, of Akron, Ohio, in an address, turned the searchlight upon newspaper advertising and proved that it rested upon a stable, secure and successful foundation for the widespread promulgation of the gospel of modern merchandising.

"I don't care how many autos you own, or whether you're a movie bug, or a golf fiend, a card shark, a book worm, or whether the whole family is down sick, you read the newspapers, everyone of you. There's nothing in the realm of print that beats the newspaper-reading habit for hanging on to your curiosity. You must know who is being nominated for president, how many war ships went down yesterday, what is happening in town, in other cities and in other countries—and you must know it today.

Right Kinds of Ads Also Read.

"And when you read the newspapers you must read the ads. You can't escape them—not when they are written so that they uncover a vital spot in your armor of supposed indifference. Any other kind of an ad doesn't count. You wouldn't read it if time hung heavy on your hands.

"I believe an advertiser should not attempt to capture the full quota of newspaper readers by small space—unless forced to. Use quarter pages and half pages as much as you can. Then your message can't be missed.

"And every now and then run in a full page ad. It will put pep into almost any selling campaign. It towers head and shoulders above the other claimants for attention. It is imperative. It's the 'big voice' in modern merchandising—the voice that is heard 'round the whole city and out across the highways and byways of a paper's trading territory. It's a 42 cm. cannon shot—and its deep boom signals a selling victory.

"Every quarter page or half page ad that follows a page has twice the chance to succeed and interest and impress the great bulk of readers with the advertiser's message. Experience proves it.

Goodrich Page Ad Hits the Mark.

"The B. F. Goodrich Co., recently ran a page ad all over the country entitled 'Integrity'—and the house behind the tire. The effect of this page was electrical. Dealers everywhere pasted the page in their windows. Newspaper readers were deeply impressed with the bigness, reliability and good faith of the wonderful Goodrich organization.

"The cost of this page in no sense represented the great dollars and cents goodwill value which the Goodrich Company secured as a result. It was a money-maker, was that page ad. And it has vastly helped its smaller brothers, the quarter and half pages which followed, to sell Goodrich Tires. It put thousands upon thousands of dollars worth of life into the whole campaign above what it cost. It has proved itself a wonderful investment."

MAXWELLS' NEW COOLING SYSTEM

EFFICIENCY OF CAR IS PROVEN IN GRINDING TRIP THROUGH IMPERIAL VALLEY COUNTRY OF CALIFORNIA.

Ray McNamara's latest Maxwell exploit on the Pacific coast serves to illustrate not only the great economy in the operation of Maxwell cars, but also the wonderful cooling efficiency of the 1916 model. With a stock touring car, whose total mileage is more than 33,000 miles, the last 4,000 of which have been covered over mountain and desert trails, McNamara last week made a remarkable run through the Imperial valley country in California, covering 122 miles.

The gasoline consumption was about one gill less than four and three-quarters gallons, or an average of twenty-six miles per gallon. The oil consumption was just a trifle under a quart. No water was added before the start of the run. The car had run 300 miles prior to the trip without taking on water. It was a remarkable demonstration of the efficiency of the Maxwell cooling system.

The run through the Imperial Valley took the car over the mountains and desert from San Diego to El Centro.

Small Mileage Predicted.

Experienced drivers predicted that the Maxwell would not average more than sixteen miles per gallon through the trip, so the result is all the more gratifying.

The start was made from the exposition grounds in San Diego and after passing through the city, the party proceeded eastward into the foothills. For the first fifteen miles the roads were fair, but on entering the first canyon, some rough going was encountered, a result of the floods and heavy rains of last winter. This condition obtained for almost the entire distance. Nearly all the bridges were washed out, necessitating short detours to points where the creeks could be forded safely.

Out of Dulzura, there was a long steady climb, probably five miles. After crossing this grade, the car was coasted for about a mile, bringing the party to Angel's Flight. This is a corkscrew trail on a steep slope covered with sagebrush. Following so closely on the five-mile climb, it seemed to be a popular watering place for automobiles. The Maxwell passed several cars whose drivers were filling the radiators.

NEW LIGHT DOES NOT BLIND FOLKS

A new headlight lens that distributes the light instead of projecting it in a blinding shaft is now on the market. The fact that the light is diffused over a larger space does not mean that it lessens its value on the road straight ahead, for it does not, according to those who have tried it. They are reported highly satisfactory. Several persons have tried them on dark streets in town with the same result. The new lens distributes the light over a much larger area, lights the road just as far ahead as the old style lights but does not blind a driver approaching from the opposite direction. The lens sells for \$3.50 to \$5.00 a pair, depending upon the size.

RUSH IN SUMMER AT CITY GARAGES

The biggest rush that has ever been known in the garages and repair shops is now on. It looks like this business is to continue for the remainder of the summer. Practically every repair shop is clamoring for more men. There are now over fifty men working in the garage repair shops exclusive of the service station men maintained by the agencies and factories.

Her Proof.

"I've brought back those eggs you gave me this morning," said the new bride, as she began to take the articles in question from her basket. "They're duck eggs."

"Duck eggs!" sneered the grocery boss. "You're mistaken, ma'am. I don't never sell no duck eggs."

"But I tested them," triumphed the matrimonial novice. "I dropped them into water and they floated."—Judge.

Reward of Labor.

A tourist in Ireland came upon a couple of men "in holts," rolling on the ground. The man on top was pummeling the other within an inch of his life. The traveler looked on for a moment in silence, and then intervened:

"I say, it's an infernal shame to strike a man when he's down."

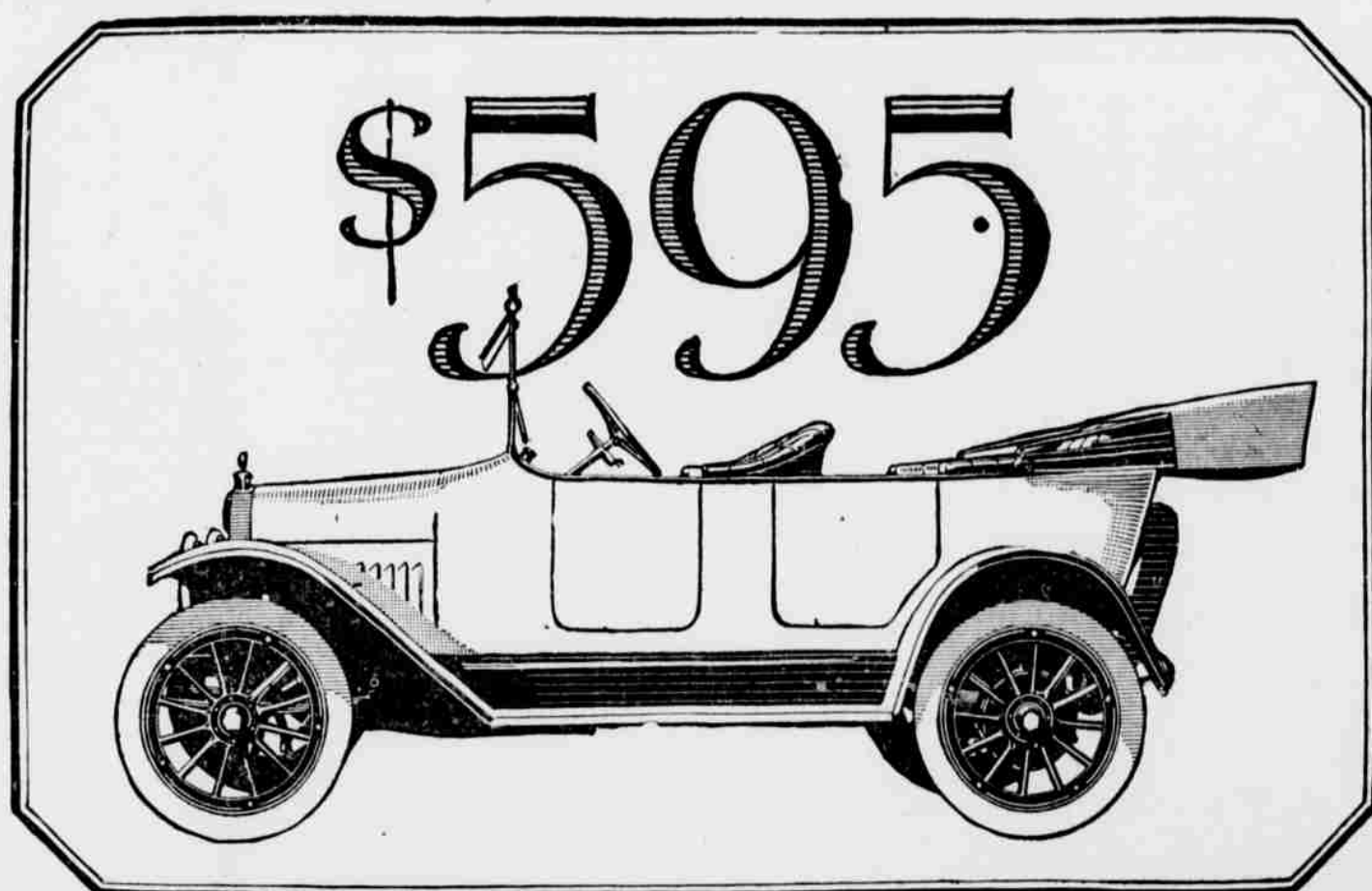
"Faith, if yez knew all the trouble I had gettin' him down, yez wouldn't

be talkin' like that," came the intermittent reply.—Judge.

Couldn't Route Them That Way.

A society for disseminating religious literature once sent a bundle of tracts to a railway manager for placing in the waiting room, with the title: "A Route to New Jerusalem." He returned them with the message:

"We can not place the tracts, as New Jerusalem is not on our system."—New York American.



Maxwell

THE SAME CAR FOR LESS MONEY

BEAR in mind that the Maxwell car has not been changed.

It is standardized. It will not be changed except in minor respects—where we see opportunities from time to time to make refinements and additional improvements.

The new price of \$595 is only made possible by our greatly increased production and the fact that we specialize in *only one automobile*.

Every Maxwell car is identically the same as every other Maxwell car.

Last year the Maxwell car represented a big value. Many thousands of satisfied Maxwell owners are the evidence of that.

But this year—at the reduced price of \$595—the Maxwell stands out as the one big automobile value of all time.

Nothing like it has ever been offered for the money.

Just consider, complete electrical equipment for starting and lighting; speedometer; demountable rims; one-man top; rain-vision windshield;—and every other device for the comfort and convenience of the owner.

Every thing that the expensive cars have. And good looks, comfort and economy of operation—that some of the others haven't.

There has been a nation-wide demand for Maxwell cars at the former price; there will be an overwhelming demand for these cars at the new price of \$595.

And this proves that the American public has admitted and verified our unqualified claim that the

Maxwell Motor Car is the Big, Outstanding Motor Car Value in the Country Today.

WHAT THE MAXWELL PRICE INCLUDES

Long-stroke, high speed, four-cylinder motor; 5 to 50 miles on high gear; 20 to 25 miles to the gallon of gasoline (average).

Irreversible steering gear; automatic motor lubrication by splash and pump; 500 to 1,000 miles per gallon of oil.

Thermo-siphon cooling.

A running-in oil clutch, so smooth as to make the driving of a novice as free from gear-clashing and from sudden jerks as that of a seasoned driver.

Tall, narrow, racing type Maxwell-made radiator. Maxwell-made axles—l-beam front and semi-floating rear; highest quality heat-treated alloyed steel.

Gasoline tank in cowl; short, accessible gas line to carburetor.

Maxwell-made stream-line body, well finished in every detail. Deep, comfortable upholstery. 30 x 3 1/2 tires all around, non-skid on rear; average life 8,000 to 10,000 miles. Demountable rims.

Tire carrier at rear, with extra rim. Substantial, Maxwell-made crowned fenders and limousine-covered running boards.

Electric starter, electric lights, electric horn. High-Tension Magneto, an independent source of ignition.

One-man Top with quick-adjustable curtains—storm proof.

Rain-vision, adjustable, ventilating windshield. High grade speedometer.

The Maxwell Touring Car is a full five-passenger car. Every Maxwell model seats comfortably the number of passengers which it is rated to carry.

Compare these Maxwell features with those of cars selling at higher prices.

This announcement will be read by hundreds of automobile dealers as well as prospective retail buyers. To those dealers who wish to know if there is any open territory, we will say that Maxwell sales contracts for 1916-17 are being signed now by our traveling salesmen. There will be some changes—particularly in the allotment of territory. Therefore, interested dealers, wherever located, should write us now.

Maxwell
Motor Company • Detroit, Mich.

Willard

Get Ready for the 4th



Says Little Ampere:
Willard Service affords
the best protection
against battery ailments.

Of course, you'll want to drive your car. Why not make sure of your battery the day before? We'll help.

RITTER & SIES

Machine and Auto Shop

Free inspection of any battery at any time